

Introduced by Senator CalderonFebruary 27, 2009

An act to amend Section 5440 of the Business and Professions Code, relating to outdoor advertising.

LEGISLATIVE COUNSEL'S DIGEST

SB 706, as introduced, Calderon. Outdoor advertising.

Existing provisions of the Outdoor Advertising Act regulate the placement of off-premise advertising displays along highways, which displays generally advertise business conducted or services rendered or goods produced or sold at a location other than the property upon which the display is located. Unless specific exemptions apply, the act generally prohibits advertising displays along landscaped freeways.

This bill would make a nonsubstantive change to this provision.

Vote: majority. Appropriation: no. Fiscal committee: no.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. Section 5440 of the Business and Professions
- 2 Code is amended to read:
- 3 5440. Except as otherwise provided in this article, no
- 4 advertising display ~~may~~ *shall* be placed or maintained on property
- 5 adjacent to a section of a freeway that has been landscaped if the
- 6 advertising display is designed to be viewed primarily by persons
- 7 traveling on the main-traveled way of the landscaped freeway.

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